

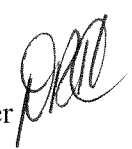



City of Loma Linda Official Report

Karen Gaio Hansberger, Mayor
Floyd Petersen, Mayor pro tempore
Robert Christman, Councilmember
Stan Brauer, Councilmember
Robert Ziprick, Councilmember

COUNCIL AGENDA: January 25, 2005

TO: City Council

VIA: Dennis R. Halloway, City Manager 

FROM: Deborah R. Woldruff, AICP, Community Development Director 

SUBJECT: REQUEST FROM ARCADIA PUBLISHING TO PREPARE A PHOTO HISTORY OF LOMA LINDA AS A PART OF THE IMAGES OF AMERICA SERIES

RECOMMENDATION

The recommendation of the Historical Commission and staff is that the City Council grant the request for Arcadia Publishing to prepare a photo history of Loma Linda using local authors.

BACKGROUND

In July 2004, Mr. Jerry Roberts of Arcadia Publishing approached Community Development staff with a proposal to do a photo history of Loma Linda. Staff reviewed the request and forwarded it to the Historical Commission for their input. Mr. Roberts made a brief presentation to the Commission at their meeting on August 2, 2004 and showed recently completed photo histories for Redlands, Colton, and Rialto. He also provided additional information on photo histories that have been prepared for a number of cities throughout the United States. The Commissioners liked the examples that they saw and moved to forward the proposal to the City Council for consideration.

ANALYSIS

The proposal from Arcadia Publishing is available in Attachment A and includes a Letter of Request, Book Proposal form, Frequently Asked Questions handout, marketing information (which includes trade terms), and a newspaper article on the photo history that was prepared for the City of Gilroy, California. The Letter indicates Arcadia Publishing would finance the entire project and handle all publicity, marketing, and distribution.

ENVIRONMENTAL

The approval of the proposal from Arcadia Publishing to prepare a photo history of Loma Linda is not a project as defined by the California Environmental Quality Act (CEQA). The actual preparation of the photo history qualifies for a Class 6 Categorical Exemption from CEQA pursuant to the CEQA Guidelines Section 15306. This exemption class applies to actions that involve basic data collection and research, and information gathering as part of a study that will not result in serious or major disturbances to existing resources or other aspects of the physical environment. If the proposal is approved by the City Council, staff will file a Notice of Exemption with the County of San Bernardino Clerk of the Board of Supervisors prior to preparation of the document.

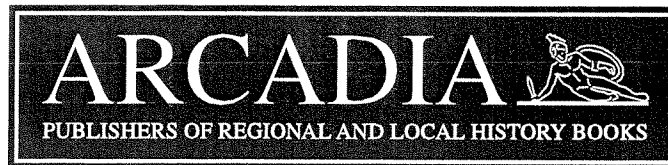
FINANCIAL IMPACT

The proposal to prepare a photo history of Loma Linda would not result in any costs to the City of Loma Linda because Arcadia Publishing would finance the entire project. However, there is a potential for the City and/or author(s) to share in the royalties from book sales. The City would also be eligible to purchase copies of the books at a high discount for resale purposes.

ATTACHMENT

- A. Letter of Request from Jerry Roberts, Arcadia Publishing (November 9, 2004)

LETTER OF REQUEST FROM JERRY
ROBERTS, ARCADIA PUBLISHING
(NOVEMBER 9, 2004)



580 Howard Street, Suite 302, San Francisco, CA 94105

Telephone: 415-543-4405 Facsimile: 415-543-4472

Web-site: www.arcadiapublishing.com

Deborah Woldruff
Community Development Department
City of Loma Linda
25541 Barton Road
Loma Linda CA 92354

November 9, 2004

Dear Deborah,

I want to thank you for your interest in Arcadia's *Images of America* series. We are continually seeking new authors to add their local community's story to our publishing program and bring their special history to life for generations of readers to enjoy. Enclosed you will find information about our program and the popular *Images of America* series, as well as a sample book and a proposal form.

As a publisher, our background is in academic and regional history. The *Images of America* series is the focus of our list and has enjoyed phenomenal success. Since its launch in New England in 1993, the series has grown to over 2,500 titles on a variety of towns. We are now thrilled to be expanding our list in California.

The format of the series enables us to keep the price of these histories low and therefore accessible to more people, but we find that this format is very flexible and can showcase almost any collection. Our experienced production and editorial teams provide expert guidance for all authors and are happy to assist with any detail throughout the book creation and publication process. I should emphasize that we are not a vanity press, but finance the entire publishing process from editing through to publicity, marketing, and distribution. Royalties are paid to all authors. Although it is not necessary, it is possible for you to purchase copies of your book at our trade discounts if you are considering selling them as a fund-raiser.

To sum up, the advantages in working with Arcadia on a visual history are

****By publishing photographic resources you share them with the wider community and also preserve them both in book form and electronically. There is a great demand for accessible and yet comprehensive regional history books, and you will find that a publication on your area will be received with acclaim by both local residents and visitors.**

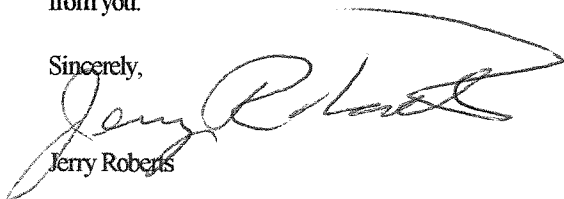
****Arcadia finances the entire project, meaning that not only is there no risk to you, but also that you or your group can focus on the creation of an excellent book.**

****Arcadia handles all publicity, marketing, and distribution. Very few regional history publishers handle these aspects, but at Arcadia we pride ourselves on our efficient approach to the trade. We market our titles in high numbers to chain bookstores, but also place each book in smaller, local outlets such as gift stores, museums, and independent bookstores.**

****A significant amount of remuneration can result: Arcadia pays royalties on all sales and ensures that sales levels are consistently maximized both in your area and beyond. If you wish, you may also purchase copies of the book at high discounts for resale through your organization.**

I invite you to visit our website at www.arcadiapublishing.com to see the latest additions to Arcadia's growing history list and to learn more about the company's development and direction. If you have any questions regarding our publishing policies or procedures, please do not hesitate to call me directly at (310) 733-7080 or email me at jroberts@arcadiapublishing.com. I look forward to hearing from you.

Sincerely,



Jerry Roberts

Book Proposal

For the *Images of America* series

ARCADIA PUBLISHING

This form is intended to provide important information for our editorial department to use in assessing the viability of each project, and, if the proposal is accepted, in scheduling the book for completion and for all publication services.

Please fill out this questionnaire and return it, with sample photocopies of twenty (20) of the images from the collection you plan to use, along with detailed captions, to the following address: Arcadia Publishing, 580 Howard Street, Suite 302, San Francisco, CA 94105.

You should expect to hear from our editorial department within three to four weeks. If you have any questions, please call 415-543-4405.

PROPOSED BOOK TITLE: _____

PART A: ABOUT THE AUTHOR

1. Full name: _____
2. Address (include street address and mailbox number):

3. Telephone (home): _____
(work): _____
(fax): _____
[Please note if you do **not** want these numbers given out to the local press.]
4. E-mail: _____
5. Place and date of birth (necessary for Library of Congress information):
[Please note if you do **not** want your date of birth given out to local press.]
6. Current career: _____
7. Past careers/occupations; educational background; interests and hobbies: _____

8. Museum or historical organization affiliation(s) (if any):

Will the organization (s) be involved in the book project?

9. Previous works, including books, articles, videos, and other projects (if any), together with the quantity sold and circulation:
10. Any extra biographical detail that you think might add interest and color to publicity information:
11. How did you hear about Arcadia?

PART B: ABOUT THE AREA

1. What geographical area will your book cover? (Please include a photocopied map if appropriate.)
2. What is the population of the entire area to be covered by your book? (Please specify town names and populations.
3. Is your area considered a popular tourist destination? If so, which features attract visitors, and during which time(s) of year? How many visitors does the area receive each year? (Please indicate the source of this number.)
4. Are there competing books that already examine the history of your area? If so, how will your book offer something different to the market?

5. What are the main industries or sources of employment in your area?

PART C: ABOUT THE BOOK

1. What time span does the book cover?
2. Please list the sources for all the images you will use in your book. **Please include sample photocopies of twenty (20) images from the collection you plan to use, along with a sample caption for each one, as it would appear in the book. (Please do not send original images at this point.)**
3. Are the rights to these photographs cleared or easily accessible?
4. Since we cannot accept color laser copies of your images, which of the following will you be able to provide?

____ Original photographs (preferred) ____ Professional photographic reprints ____ Scanned images on disk.
(Authors have the option of shipping or delivering images in person. For information about scanning your own images, please contact your editor.)
5. What is the thematic focus of the book? Please include a preliminary outline of the chapters you may include. (You may have three to ten chapters.)

6. Please attach a one-page description of your book (at least 500 words). You should focus on the time period it covers, the geographic area included, and the sources of the photographs. In addition, draw attention to the historical and cultural context of the book, little-known historical facts associated with the area, people, and places of special interest, and outstanding individual images.

PART D: *SCHEDULE*

1. Most of our authors complete their work in two-five months. What do you see as a workable deadline for the delivery of the images, text, and layout plan for the book? Keep in mind that on-time delivery is the most important aspect in successfully marketing and distributing your book.

2. Are there any major events in the area that we should consider when planning the release date for the proposed publication?

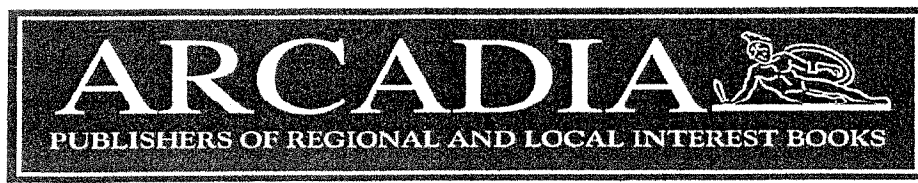
PART E: *SALES AND MARKETING*

1. With which business and/or community leaders do you have connections or associations? Please describe.

2. List the bookstores in the immediate area represented by the book. Please note any chain stores in surrounding areas, as well as independent booksellers, pharmacies, antique stores, and gift shops.

3. Please provide the name and telephone number of at least one community reference, preferably someone who has lived and worked in the area for at least 10 years.

Thank you for taking the time to share this information. You can expect to hear from the acquisitions department within three to four weeks.



FREQUENTLY ASKED QUESTIONS

Who is Arcadia?

Arcadia is a national publisher of local interest and history titles. Founded in 1993, we've published over 2,000 books on the towns and communities across America. We work with historical societies, libraries, museums, genealogical societies, and other heritage groups to get the faces and stories of America's people and places into the public eye.

Will this cost me, or my group, any money?

No. We are a full-service publisher and DO NOT require authors to finance their book. We handle all aspects of the process, at NO cost to the author. In fact, we pay royalties, making a book with us a fund-raising opportunity for many of the non-profit organizations that publish with Arcadia. We also offer a significant wholesale discount to groups selling books in a gift shop or to members.

Which subjects make a good book?

The best books concentrate on the history of a well-defined subject, supported with images and your historical knowledge. Usually the topic is a geographic area, such as a town, city, or valley. But it can just as easily be a military base, a railroad, or even a local sports team. No matter the topic, you should be able to easily describe a book's topic to a stranger in one or two sentences.

What support does Arcadia provide?

Authors work closely with an experienced and dedicated editor throughout the book's creation, following an easy step-by-step process. Once your book is released, our sales and marketing staff ensures it's seen by the buying public. This includes press releases and local publicity. It also includes placement in independent bookstores, as well as chainstores such as Borders and Barnes & Noble.

How long does the process take?

A typical book generally takes an author between 2 and 5 months to compile the images and text, and then an additional 3 to 4 months in production with Arcadia to final printing. Plus, we reprint books as long as they continue to sell.

How many photos are needed?

Books contain 180 to 240 historic images, including photos, maps, postcards, advertisements, and other ephemera. Each image should be sharp and detailed. And each is electronically scanned before going into the book. Arcadia can scan either originals or quality reproductions. Or you can scan the images at the settings we require, and then forward the resulting computer files to us.

CALIFORNIA HISTORY IN THE IMAGES OF AMERICA SERIES

Arcadia Publishing's *Images of America* series of community histories has helped us become the leading U.S. regional history publisher. Our newest office, in San Francisco, is focusing on California's rich and diverse history through such titles as these:

- *Pacific Beach* highlights aerial and neighborhood photography of a rural town's journey from farming and military use to a commercial and homebuilding boom, and finally to a popular beach community and tourist destination.
- *San Bernardino* traces the city from its beginning as a Mormon outpost through its settlement and development as a railroad junction, citrus farming region, and, finally, modern L.A. suburb.
- *Santa Cruz* shows how an industrial port became today's popular beach and amusement destination, residential community, and home of a University of California campus.

GET IN TOUCH!

We need California history experts for our *Images of America* series and other titles. We produce books in six to eight months and handle each part of the production cycle. No costs are passed to the author or any related organizations. Contact us for a book proposal form, or download it from our website. You can send your completed proposal to the address below, or contact one of our editors to discuss your ideas.

Arcadia Publishing, 580 Howard Street, Suite 302, San Francisco, CA 94105
office: 415-543-4405; fax: 415-543-4472

Hannah Clayborn: 415-543-4475, hclayborn@arcadiapublishing.com

Lee Hamovitz: 415-543-4467, lhamovitz@arcadiapublishing.com

John T. Poultney: 415-543-4470, jpoultney@arcadiapublishing.com

Christine T. Riley: 415-543-4405, criley@arcadiapublishing.com

So you want to write a book? Here are some frequently asked questions . . .

Q: Will this cost me any money?

A: No. We are a full-service publisher and do not require authors to finance their book. In fact, we pay royalties, making a book with us a fund-raising opportunity for many of the non-profit organizations that publish with Arcadia.

Q: What support does Arcadia provide?

A: Authors work with an experienced and dedicated editor throughout the book's creation. Once released, each book receives attention from our sales and marketing staff, who ensure that books reach the buying public in as many ways as possible.

Q: How long does the process take?

A: A typical book takes between 2 and 5 months to compile and an additional 3 to 4 months in production and printing.

Q: How many photos are needed?

A: Books contain 180 to 240 historic images, including photos, maps, postcards, and advertisements, as well as captions and a brief but informative introduction.

Q: What should I do to get started?

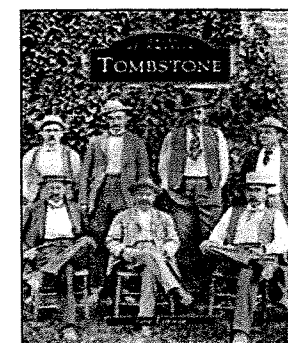
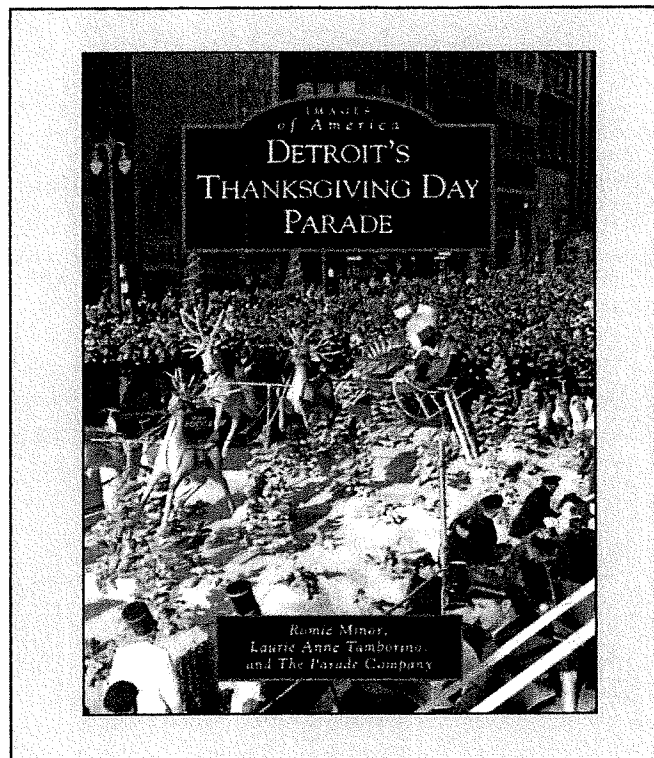
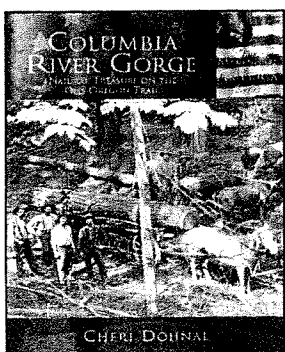
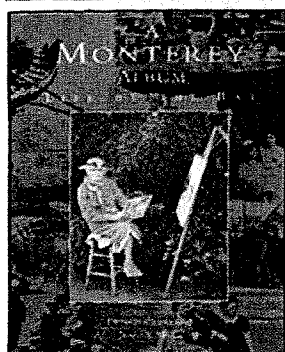
A: Contact one of our editors to express your interest, then complete and submit a book proposal form. It's that easy!

ARCADIA



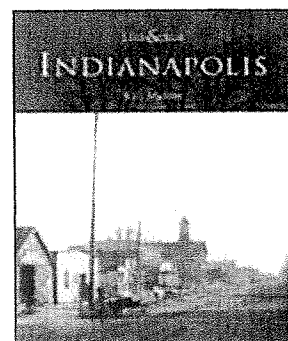
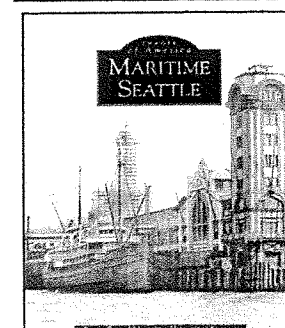
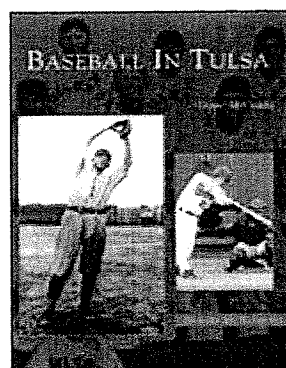
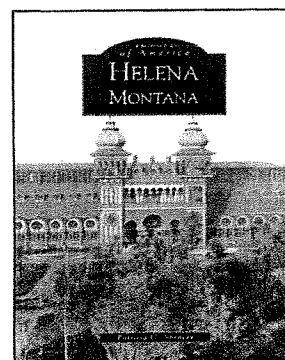
PUBLISHERS OF REGIONAL AND LOCAL HISTORY BOOKS

Midwest, Southwest, and West



Celebrating 10 years of excellence in regional publishing

1993-2003



TRADE TERMS

1-9 copies	30%
10-79 copies	40%
80-199 copies	42%
200-299 copies	44%
300-399 copies	46%
400 copies or more	50%

An extra 2% discount will apply for pre-paid orders over 10 books.

Libraries	20%
Individuals	List Price

PAYMENT OPTIONS & TERMS

You may pay by credit card (Mastercard or Visa), check, or money order. Any order under 10 copies must prepay. Customers requesting credit will receive an invoice by mail 10 days after their shipment. Terms are strictly 30 days from invoice.

DISPLAY UNITS

We offer display units free of charge with a minimum order. The counterpack unit holds 15 copies, which is the minimum initial order. The 6-bay floor display holds 48 copies - the minimum order is 80 copies.

RETURNS POLICY

We will accept returns of books in saleable condition within 12 months of the date of invoice, provided that you call the toll free number to obtain a returns authorization number. All books must be returned to:

Arcadia Distribution Center, 420 Wando Park Blvd., Mt. Pleasant, SC 29464. From time to time Arcadia issues an out of print listing. Books on this list will be accepted for return up to six months after the issue of the list.

FREIGHT INFORMATION — TRADE TERMS

Quantity of Books	S&H Charges	Quantity of Books	S&H Charges
1	\$6.00	80-89	\$22.00
2-9	\$6.00	90-99	\$30.00
10-15	\$6.50	100-119	\$36.00
16-19	\$10.00	120-159	\$46.00
20-24	\$8.00	160-199	\$58.00
25-29	\$12.00	200-239	\$68.00
30-39	\$14.00	240-279	\$78.00
40-49	\$12.00	280-319	\$88.00
50-59	\$18.00	320-359	\$98.00
60-69	\$22.00	360-399	\$100.00
70-79	\$24.00	400+	negotiable

SHIPPING OPTIONS

Arcadia uses UPS unless you request otherwise. For other methods of shipment, including express delivery, please call our order hotline, 1-888-313-2665. Please notify us if you would like goods shipped by FedEx or UPS collect to your own account. Goods are shipped under cover of a packing note.

INDIVIDUALS/RESIDENTIAL SHIPPING COSTS

Shipping & handling for our personal shoppers as per our freight table above. On-line ordering carries a special, cheaper freight rate.

Visit www.arcadiapublishing.com for details.

ARCADIA PUBLISHING

420 Wando Park Blvd. Mt.Pleasant, SC 29464 (888)313-2665 Fax (843)853-0044

ISBN Prefixes : 0-7385 and 0-7524

ARIZONA

0031-3	GRAND CANYON - Shields, Stampoulos.....	\$19.99
2072-1	GREEN VALLEY - Goorian.....	\$19.99
2405-0	NOGALES - Eppinga & Pimeria Alta Hist. Soc.....	\$24.99
2434-4	SIERRA VISTA - Price.....	\$24.99
2096-9	TOMBSTONE - Eppinga.....	\$19.99
0774-1	TUCSON - Eppinga.....	\$18.99

ARKANSAS

0877-2	ARKANSAS AT WORK - Hanley.....	\$18.99
0050-X	CARROLL & BOONE COUNTY - Hanley.....	\$18.99
0230-8	CONWAY - Newman.....	\$18.99
0051-8	CRAWFORD & SEBASTIAN COUNTY - Hanley.....	\$18.99
0818-7	EARLY EDUCATION IN THE ARKANSAS DELTA - Cantu.....	\$18.99
1936-7	EUREKA SPRINGS - Danielson.....	\$19.99
0007-0	FAULKNER COUNTY - Walker, Paulson.....	\$18.99
1334-1	FORT SMITH & SEBASTIAN COUNTY - Shropshire.....	\$18.99
0882-9	FRANKLIN COUNTY - Shropshire.....	\$18.99
0886-3	HOT SPRINGS - Hanley.....	\$18.99
1371-6	HOT SPRINGS IN VINTAGE POSTCARDS - Hanley.....	\$18.99
1884-0	INDEPENDENCE COUNTY - Robertson, Britton.....	\$19.99
0837-3	JACKSONVILLE - Danielson.....	\$18.99
1947-2	JONESBORO & ARKANSAS' HISTORIC NORTHEAST.....	\$19.99
0888-3	LITTLE ROCK AROUND: A POSTCARD HISTORY - Hanley.....	\$18.99
0006-2	PULASKI COUNTY - Walker, Paulson.....	\$18.99
2373-9	ROGERS: THE TOWN THE FRISCO BUILT - Collins, Rogers.....	\$24.99
0243-X	SCOTT COUNTY - Gray.....	\$18.99
2385-2	SPRINGDALE: THE COURAGE OF SHILOH - Brotherton.....	\$24.99
0052-6	US HIGHWAY 67 IN ARKANSAS - Hanley.....	\$18.99
1370-8	WASHINGTON & BENTON COUNTIES - Hanley.....	\$18.99
0008-9	WASHINGTON COUNTY - Brotherton.....	\$18.99

CALIFORNIA

0878-0	ARTESIA - Bloomfield, Little.....	\$18.99
0883-7	CALIFORNIA LIGHTHOUSE LIFE IN THE 20'S - Wheeler.....	\$18.99
2446-8	CHICO - Moon.....	\$24.99
2053-5	CHINESE COMMUNITY OF STOCKTON - Minnick.....	\$19.99
2867-6	DALY CITY - Gillespie.....	\$19.99
0151-4	DAVIS - Lofland.....	\$18.99
0775-X	DELANO AREA 1930-2000 - Kasiner.....	\$18.99
0247-2	DELANO AREA 1776-1930 - Kasiner.....	\$18.99
0186-7	EL TORO MARINE AIR BASE.....	\$18.99
1872-7	EUREKA & HUMBOLDT COUNTY - Clarke Memorial Museum.....	\$19.99
1876-X	FACES OF SAN DIEGO - O'Connor.....	\$24.99
0201-4	FOLSOM - Folsom Historical Society.....	\$18.99
2860-9	GILROY - Salewske.....	\$19.99
0826-8	GLENORA - Landers.....	\$18.99
2853-6	GOLDEN GATE PARK - Pollock.....	\$19.99
1873-5	GOLDEN MEMORIES REDWOOD EMPIRE - Toriatt.....	\$19.99
2073-X	HOLLYWOOD POSTCARDS - Dangcil.....	\$19.99
1878-6	HUNTINGTON BEACH - Epling.....	\$19.99
2863-3	ISLETON - Crawford.....	\$19.99
2085-3	LAKESIDE - White.....	\$19.99
0788-1	LONG BEACH - Heckman.....	\$18.99
0249-9	LORDSBURG & LAVERNE POSTCARDS - Heckman.....	\$18.99
2065-9	LOS ANGELES MEMORIAL COLLISEUM - Epling.....	\$19.99
0812-8	LOS ANGELES - Samudio & Lee.....	\$18.99
2089-8	MANHATTAN BEACH POLICE DEPT. - Dennis.....	\$19.99
1911-1	MANHATTAN BEACH - Dennis.....	\$19.99
0219-7	MOJAVE DESERT - Swisher.....	\$18.99
2098-5	MONTEREY ALBUM - Copeland, McCombs.....	\$24.99
2080-2	MONTEREY PENINSULA - Coventry.....	\$19.99
2423-9	MONTEREY: PRESIDIO, PUEBLO & PORT (MOA).....	\$24.99
2057-8	NAPA COUNTY WINERIES - Maxwell-Long.....	\$19.99
1869-7	NAPA ARCHITECTURAL WALKING TOUR - Kilgallin.....	\$19.99
2093-4	NEWPORT BEACH - Gray.....	\$19.99
0809-8	OLD LOS ANGELES & PASADENA - Hinshilwood, Zimmerm.....	\$18.99
1854-9	OROVILLE - Lenhoff.....	\$18.99
2082-9	PACIFIC BEACH - Fry.....	\$19.99
2068-3	PACIFICA - Hunter, Drake.....	\$19.99

CALIFORNIA CONT...

0819-5	PASADENA - Heckman.....	\$18.99
1899-9	PETALUMA - Wilson.....	\$19.99
2409-3	PLUMAS COUNTY (MOA) - Young.....	\$24.99
2094-2	POINT SUR - O'Neill.....	\$19.99
2855-2	QUINCY - Plumas County Museum Assoc.....	\$19.99
2858-7	RICHMOND - Bastin.....	\$19.99
2060-8	RUSSIAN RIVER COMMUNITIES - Wilson.....	\$19.99
2444-1	SACRAMENTO (MOA) - Avella.....	\$24.99
1909-X	SACRAMENTO'S GREENHAVEN POCKET COMMUNITY.....	\$19.99
2083-7	SAN BERNARDINO - Cataldo.....	\$19.99
2851-X	SAN BERNARDINO'S FIRE DEPT. - Shaw.....	\$10.99
2859-5	SAN BRUNO - Fredericks.....	\$19.99
2865-X	SAN DIEGO'S GASLAMP QUARTER.....	\$19.99
0875-6	SAN FRANCISCO BAY AREA - Friedman.....	\$19.99
2084-5	SAN FRANCISCO FIRE DEPT. - Garvey.....	\$19.99
1871-9	SAN FRANCISCO - Kennedy.....	\$19.99
2866-8	SAN FRANCISCO'S CASTRO DISTRICT - de Jim.....	\$19.99
2088-8	SAN FRANCISCO'S MIDWINTER EXPOSITION - Lipsky.....	\$19.99
2857-9	SAN FRANCISCO'S OCEAN BEACH - Manning & Dickson.....	\$19.99
2862-5	SAN FRANCISCO'S SUNSET DISTRICT - Ungaretti.....	\$19.99
0245-6	SAN JOAQUIN VALLEY, SOUTHERN - Brewer.....	\$18.99
0811-X	SAN LUIS OBISPO & CAL POLY - Maxwell-Long.....	\$18.99
0791-1	SANTA ANA - Ball.....	\$18.99
0876-4	SANTA BARBARA - Heckman.....	\$18.99
0810-1	SANTA CATALINA ISLAND - Heckman.....	\$18.99
2081-0	SANTA CRUZ - O'Hare & Berry.....	\$19.99
2055-1	SANTA MONICA POSTCARDS - Heckman.....	\$19.99
0233-2	SANTA ROSA - Voliva.....	\$19.99
2852-8	SEBASTOPOL - McClure.....	\$19.99
2854-4	SHASTA COUNTY - Shasta County Historical Society.....	\$19.99
2076-4	SHASTA LAKE - Rocca.....	\$19.99
1906-5	SONOMA COUNTY WINERIES - Maxwell-Long.....	\$19.99
2058-X	SPORTS MEMORIES OF SONOMA COUNTY - Toriatt.....	\$19.99
2079-9	ST. FRANCIS DAM DISASTER - Nichols.....	\$19.99
2377-1	SUNLAND & TUJUNGA - Hitt & Little Landers Hist. Soc.....	\$19.99
0767-9	TALES FROM SONOMA COUNTY - Sonoma Cty. Hist. Soc.....	\$29.99
2092-6	TURLOCK - Santos, Soderstrom & Harris.....	\$19.99
0820-9	UNIVERSITY OF LA VERNE - Heckman.....	\$19.99
2099-3	VENICE - Alexander.....	\$19.99
2850-1	WEST HOLLYWOOD - Glerach.....	\$19.99
2397-6	WESTERN SISKIYOU COUNTY - Fiorini-Jenner & Hall.....	\$24.99
0884-5	YOSEMITE NATIONAL PARK - Lau & Sitterding.....	\$18.99

COLORADO

2052-7	BAYFIELD & THE PINE RIVER VALLEY - John.....	\$19.99
2091-8	COLORADO SPRINGS - Wallace.....	\$19.99
2413-1	CRIPPLE CREEK - Mackell & Cripple Creek Dist. Museum.....	\$24.99
1870-0	FIVE POINTS NEIGHBORHOOD OF DENVER - Mauck.....	\$19.99
2074-8	GOLDEN - Golden Pioneer Museum.....	\$19.99
2050-0	LA PLATA - Wildfang.....	\$19.99
2858-0	MANITOU SPRINGS - Harrison.....	\$19.99
2062-4	PIKES PEAK - Monohan.....	\$19.99
2067-5	SALIDA - Danileson.....	\$19.99

HAWAII

2436-0	HAWAII: HISTORY OF THE BIG ISLAND - Oaks, Robert.....	\$24.99
--------	---	---------

IDAHO

2425-5	MOSCOW (MOA) - Monroe, Julie.....	\$24.99
--------	-----------------------------------	---------

A fresh look at Gilroy's history

► Author added more research and photographs to update her book

by VALERIE BROCKBANK

Special to the Dispatch

GILROY — History is alive and well in Gilroy thanks to local author Claudia Salewske.

Her new book, "Gilroy," is part of Arcadia Publishing's "Images of America" series. Its release on Nov. 19 has been long awaited by the community.

Salewske, a resident of Gilroy for 27 years, published the much loved "Pieces of the Past: A Story of Gilroy" in 1982 when she was a teacher at Gilroy High School.

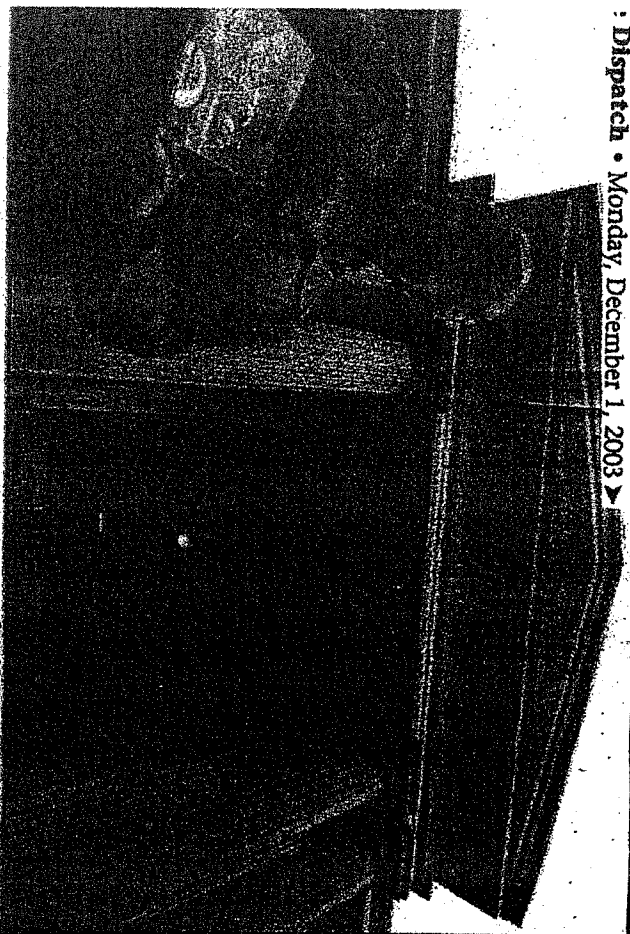
"I had developed a workbook and coloring book for grade-three students. That is when they study their local history," she said. "The original book grew out of that project."

She and her husband shouldered the expense of publishing that book. Claudia

Please turn to GILROY, A5

Local author Claudia Salewske has re-released her book on Gilroy's history. The book, called 'Gilroy,' is now on sale with part of the proceeds going to the Gilroy Museum.

CHRIS RILEY/Staff Photographer



Gilroy

• continued from page A1

did the marketing herself, hand-selling "Pieces of the Past" locally. A percentage of the sales was donated to the museum. Her hard work and word-of-mouth publicity have made the book a local favorite.

"It sold out quickly," said Cathy Mirelez, arts and cultural programs and museum supervisor for the City of Gilroy. "We only have one copy on file at the museum, and people keep asking for it. It's great to have an updated version we can offer to our patrons again."

Salewske had thought about updating the book over the years, but her life was busy as she worked toward a new career. She has been a professor in the English Department of San Jose State University for eight years, teaching children's and young adult literature. A chance meeting with the president of the Gilroy Historical Society gave her a chance to look at updating the book.

"It was one of those Nob Hill grocery store conversations," Connie Rogers said. "I had just received information from Arcadia Publishing about their Images of America series, and I asked Claudia if she would look over the information. Arcadia covers the publishing and marketing costs, and it has turned out to be a great opportunity to update 'Pieces of the Past.'"

"The Images of America series required between 180 to 240 photographs. I sat down with Lucy Solorazono, the museum's director, and after looking through the archival material I knew I could do this," Salewske said. "I wrote a proposal for Arcadia, and it became my summer project."

The museum staff worked closely with Salewske to select the best representation of Gilroy's history.

"The photographs provided by the museum have really made this book," Salewske said. "I also talked to several dozen people, looked through stories by The Dispatch staff and borrowed scrapbooks full of slides from the Garlic Festival Association. I worked

with local artist Carol Peters who created some exquisite line drawings of the Ohlone Indians."

The book retails for \$19.99 and if purchased at the museum 25 percent of the price plus some of the book's royalties will be donated to the Gilroy Museum.

"It provides a nice nest egg for the museum," Mirelez said. "The publication of her book is great timing for our Victorian Christmas celebration on December 6. Claudia will be signing copies of her book at the museum that day between 10 a.m. and 2 p.m."

"Gilroy has such a sense of pride," Salewske said. "It's never a bragging thing. They pull together as a community and want to share their success. The citizens have donated important archival material to the museum, and the local pioneers want to share their history. I see this book as my gift to the community."

Copies of "Gilroy" are also available at The Wise Owl and the Garlic Shoppe in Gilroy. For more information on the Victorian Christmas celebration, call Community Services at 846-0460.